

# County of Santa Clara

## City of San Jose

### **A Health Profile for the City of San Jose: Focusing on Obesity**

**October 15, 2010**

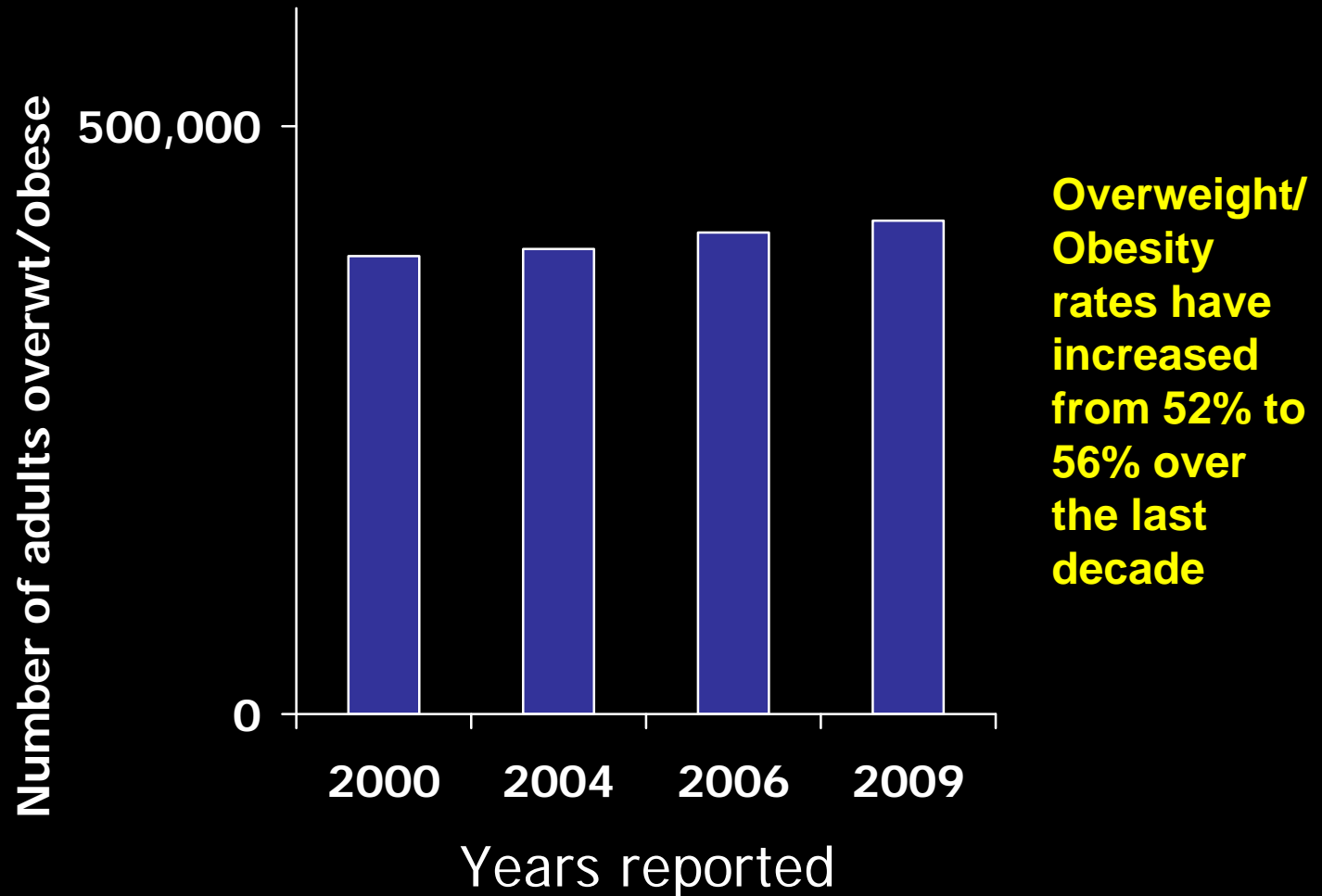
**Item #3**



# City of San Jose Profile

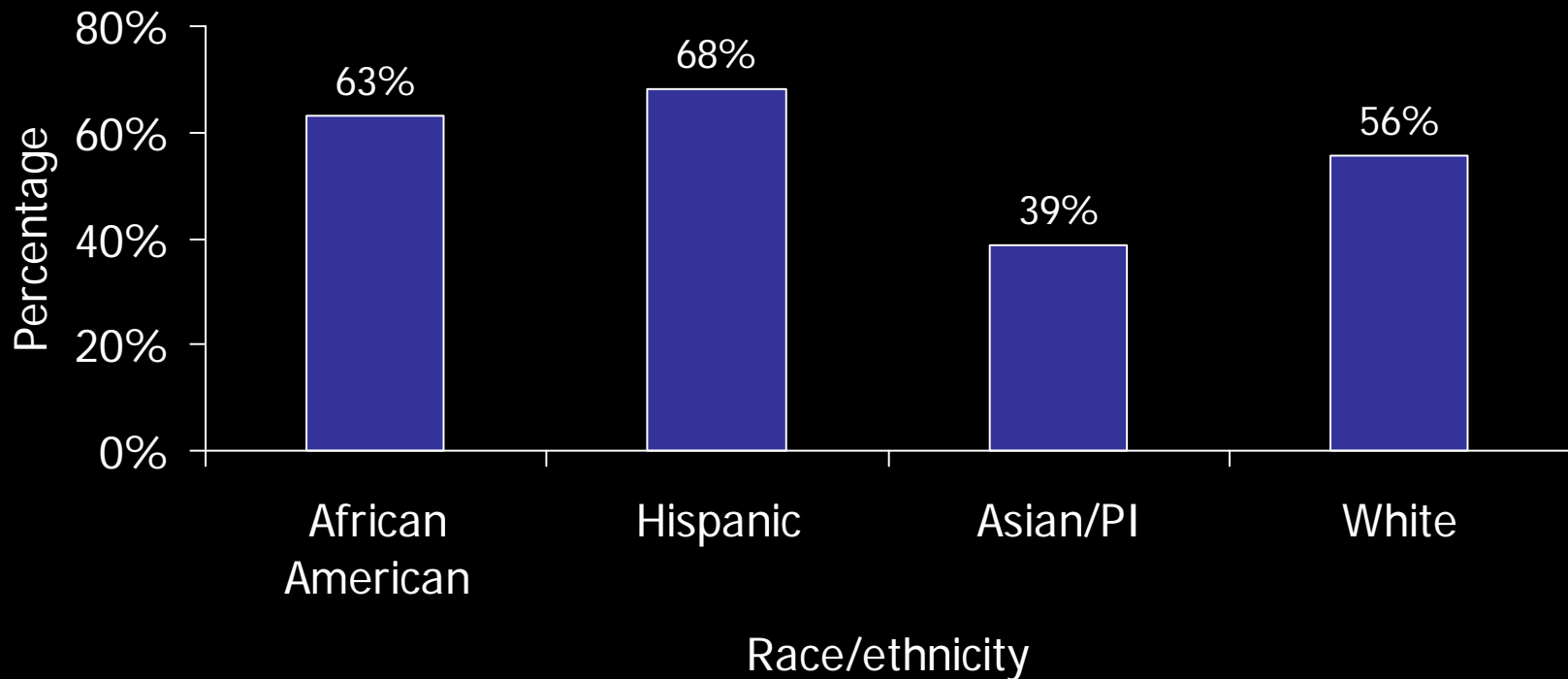
- Approx. 1 million residents (**55% of Santa Clara County**)
- **32% Hispanic, 32% White, 31% Asian and 3% African American**

# San Jose Overweight/Obesity Trends



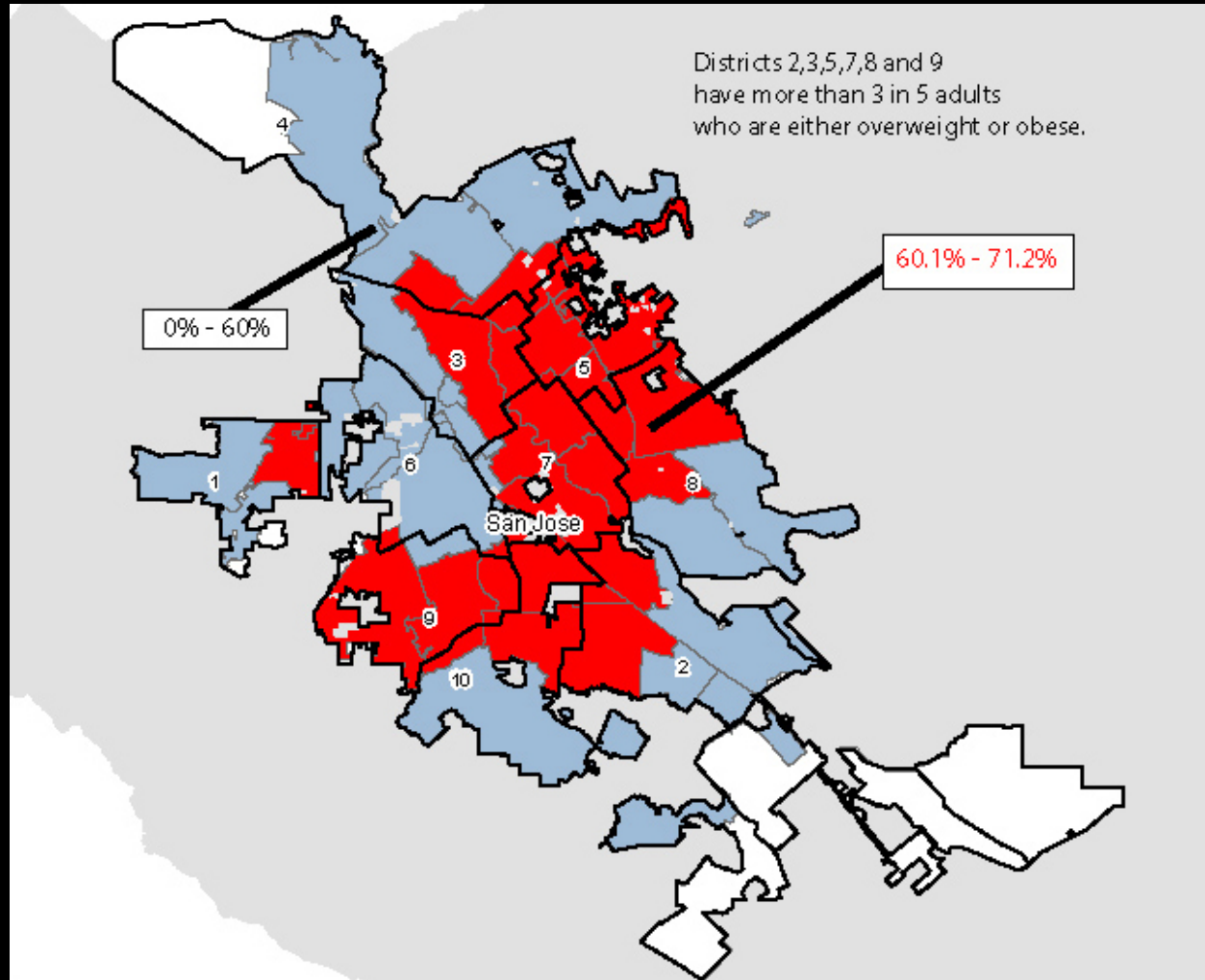
Source: Santa Clara County Public Health Department, 2000-09 Behavioral Risk Factor Survey

# Overweight/Obesity Trends by Race/Ethnicity, Adults in San Jose

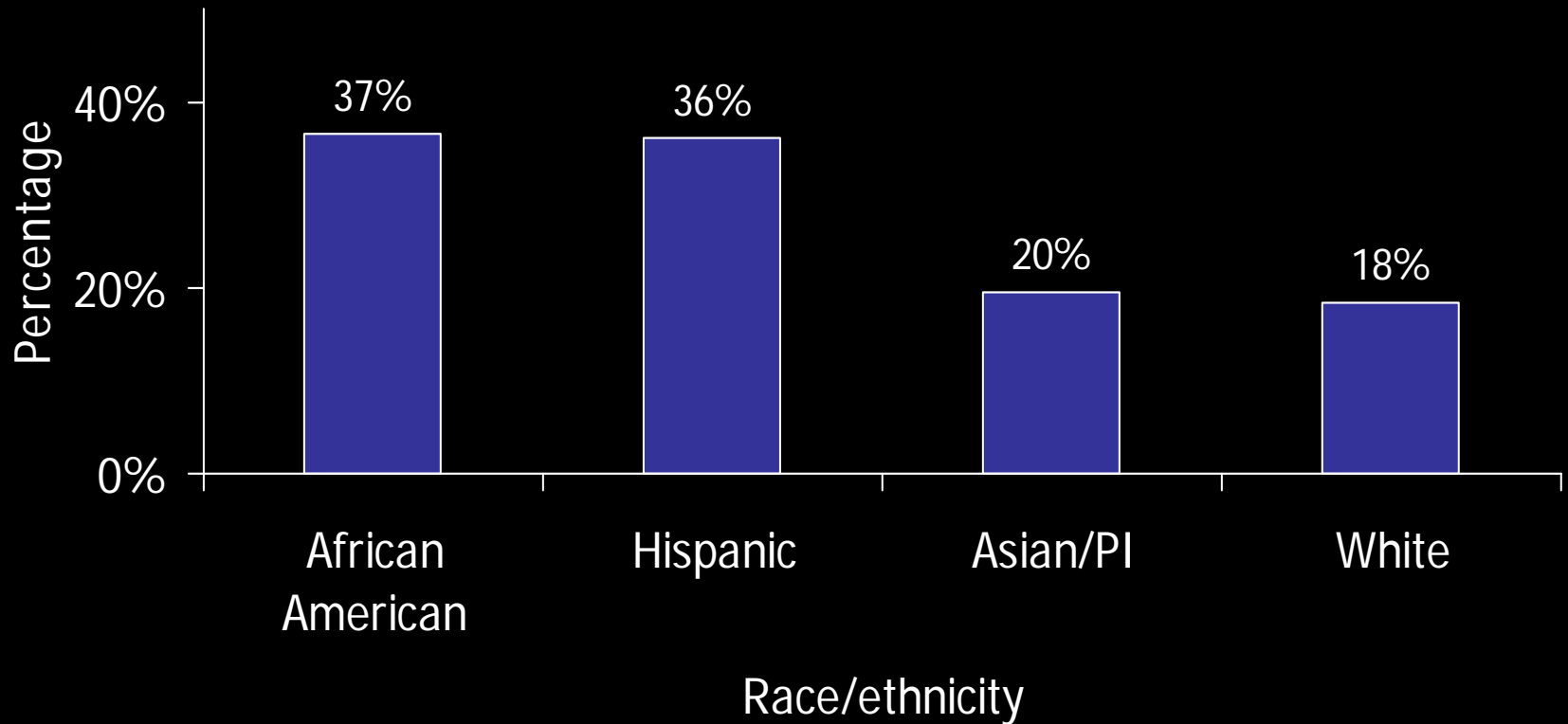


Source: Santa Clara County Public Health Department, Behavioral Risk Factor Survey

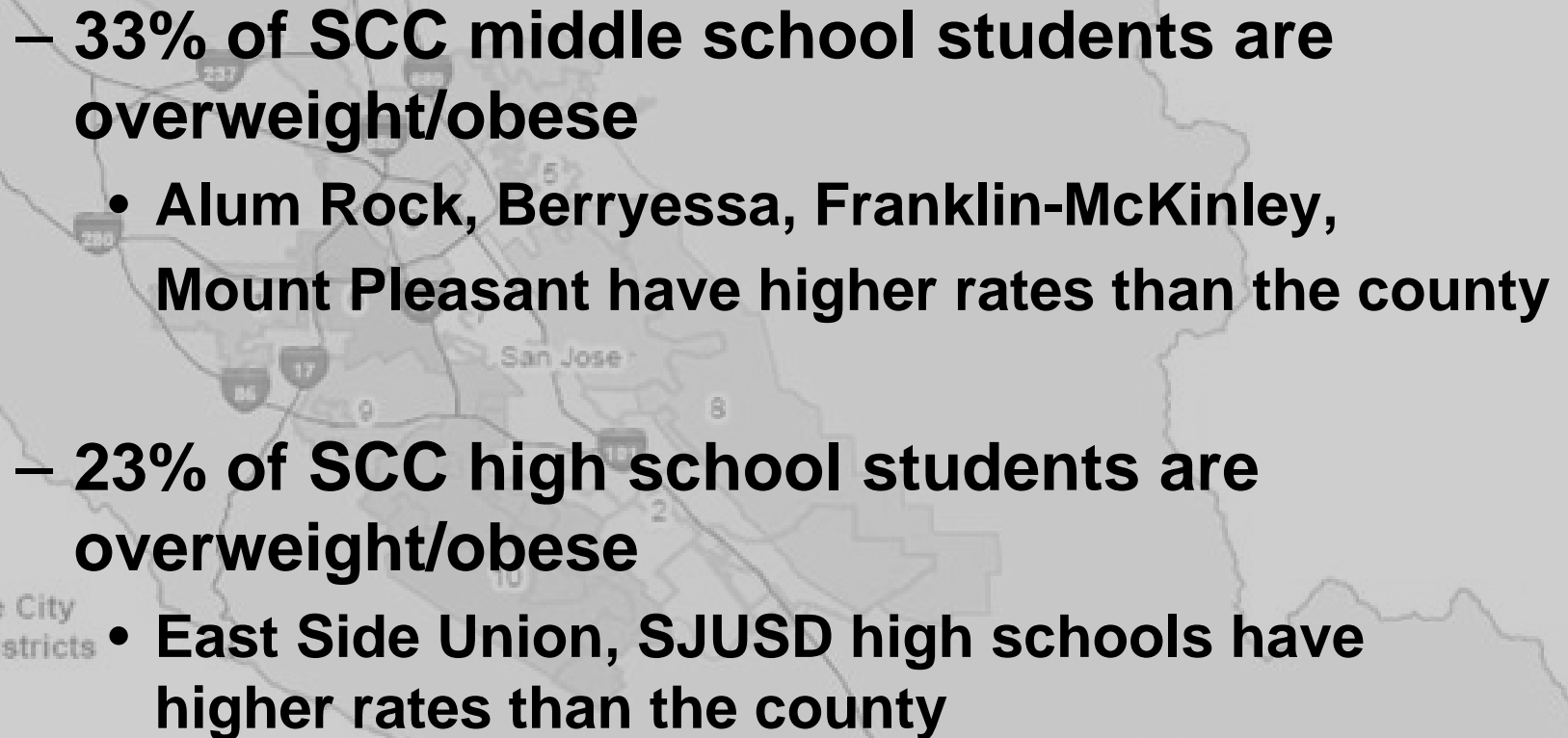
# Overweight or Obese Adults, San Jose



# Overweight/Obesity Trends by Race/Ethnicity, Youth in San Jose



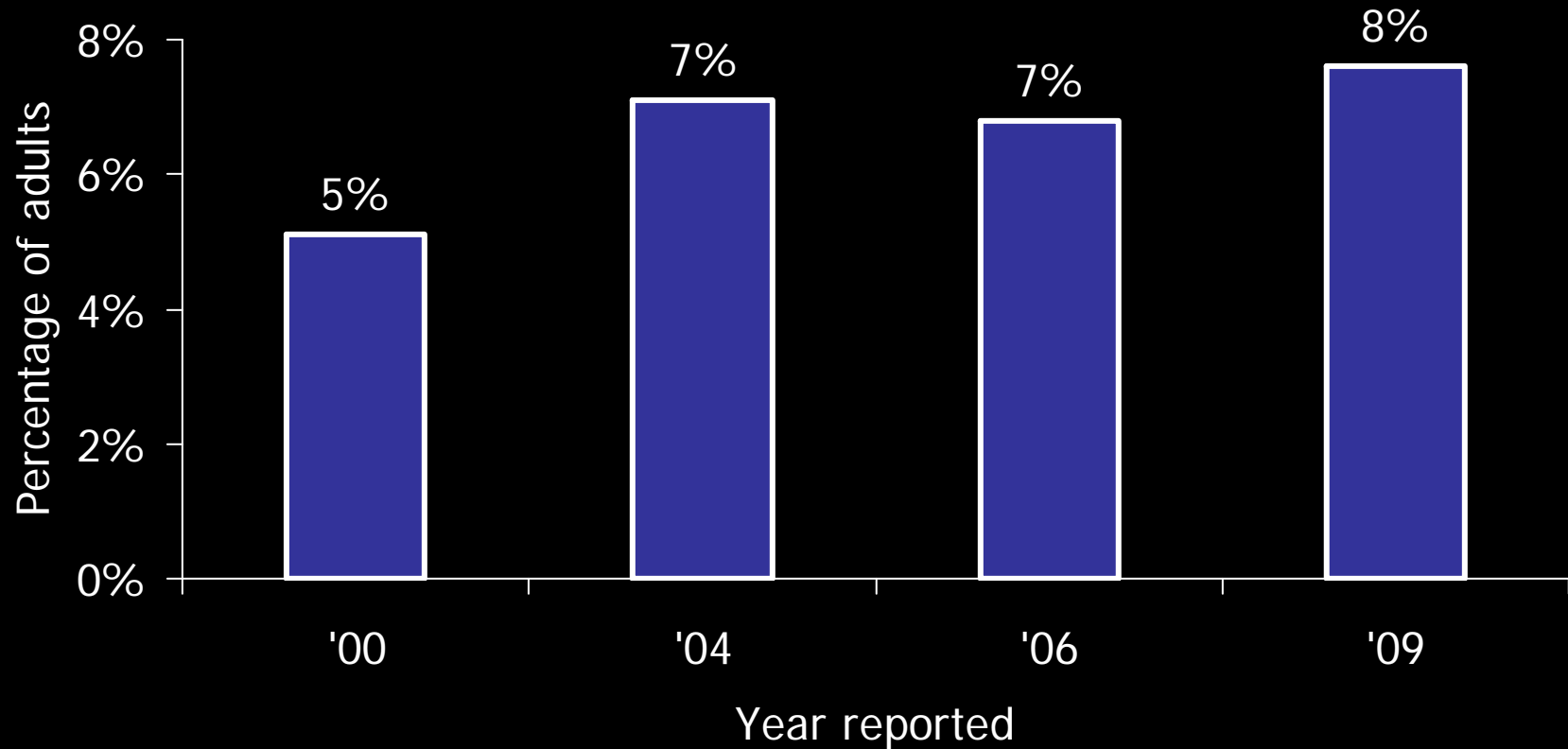
# SJ Obesity/Overweight by School Districts

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- A faint map of San Jose, California, serves as the background. It shows the city's outline and major highways (280, 237, 880, 86, 17). The city is divided into numbered council districts (2, 5, 8, 9, 10). The text is overlaid on the map.
- **33% of SCC middle school students are overweight/obese**
    - Alum Rock, Berryessa, Franklin-McKinley, Mount Pleasant have higher rates than the county
  - **23% of SCC high school students are overweight/obese**
    - East Side Union, SJUSD high schools have higher rates than the county

San Jose City  
Council Districts

# Diabetes in Adults, San Jose

**2000- 5% - 37,500**  
**2009 8% - 60,000**



Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey



# Lifetime Diabetes Risk Among Latino Children

**Nearly half of Latino children are likely to develop diabetes and have shorter life expectancy**

The Atlanta Journal-Constitution / Sunday, June 15, 2003

## CDC: Diabetes to afflict 1 in 3 born in 2000

Scientist says kids must eat healthier, exercise more

By JANET McCONAUGHEY  
Associated Press

**New Orleans** — One in three U.S. children born in 2000 will become diabetic unless many more people start eating less and exercising more, a scientist with the Centers for Disease Control and Prevention warned Saturday.

The odds are worse for African-American and Latino children: Nearly half of them are likely to develop the disease, said Dr. K.M. Venkat Narayan, a diabetes epidemiologist at the CDC.

"I think the fact that the diabetes epidemic has been raging has been well-known to us for several years. But looking at the risk in these terms was very shocking to us," Narayan said.

The 55 percent lifetime risk is about triple the American Diabetes Association's current estimate.

by 2050, to 29 million, an earlier CDC study by Narayan and others found.

"These estimates I am giving you now are probably quite conservative," Narayan said in an interview before the diabetes association's annual scientific meeting here.

Narayan said it would be difficult to say whether undiagnosed cases would rise at the same rate.

If they did, that could push the 2050 figure to 40 million or more.

Doctors had known for some time that Type 2 diabetes — what used to be called adult-onset diabetes because it typically showed up in middle-aged people — is on the rise, and that patients are getting younger.

Nobody else had crunched the numbers to look at current odds of getting the disease, Narayan said.

Overall, he said, 39 percent of the girls who now are healthy 2½- to 3-year-olds and 55 percent of the boys are likely to develop diabetes, he said.

For Latino children, the odds are closer to one in two: 53 percent of the girls and 45 percent of the boys. The numbers are about 49 percent and 40 percent for African-American girls

Source: K.M. Venkat Narayan;  
James P. Boyle; Theodore J.  
Thompson; et al. JAMA.  
2003;290(14):1884-1890. October  
8, 2003.

# Obesity/Overweight Economic Impact

**Excess medical cost of obesity to top 15 businesses  
in San Jose (RTI, 2009):**

**\$26.5 million**

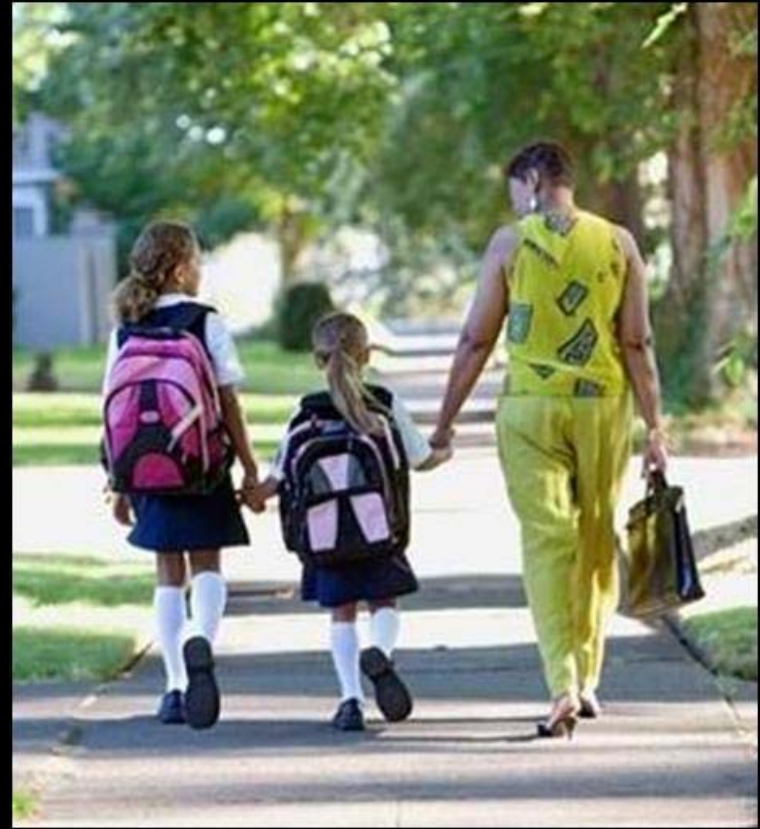
**The cost burden in San Jose is almost (Dor et. al.):**

**\$500 million**

**By 2018, this number could exceed (Thorpe 2009 et. al.):**

**\$1 billion**

# Built Environment

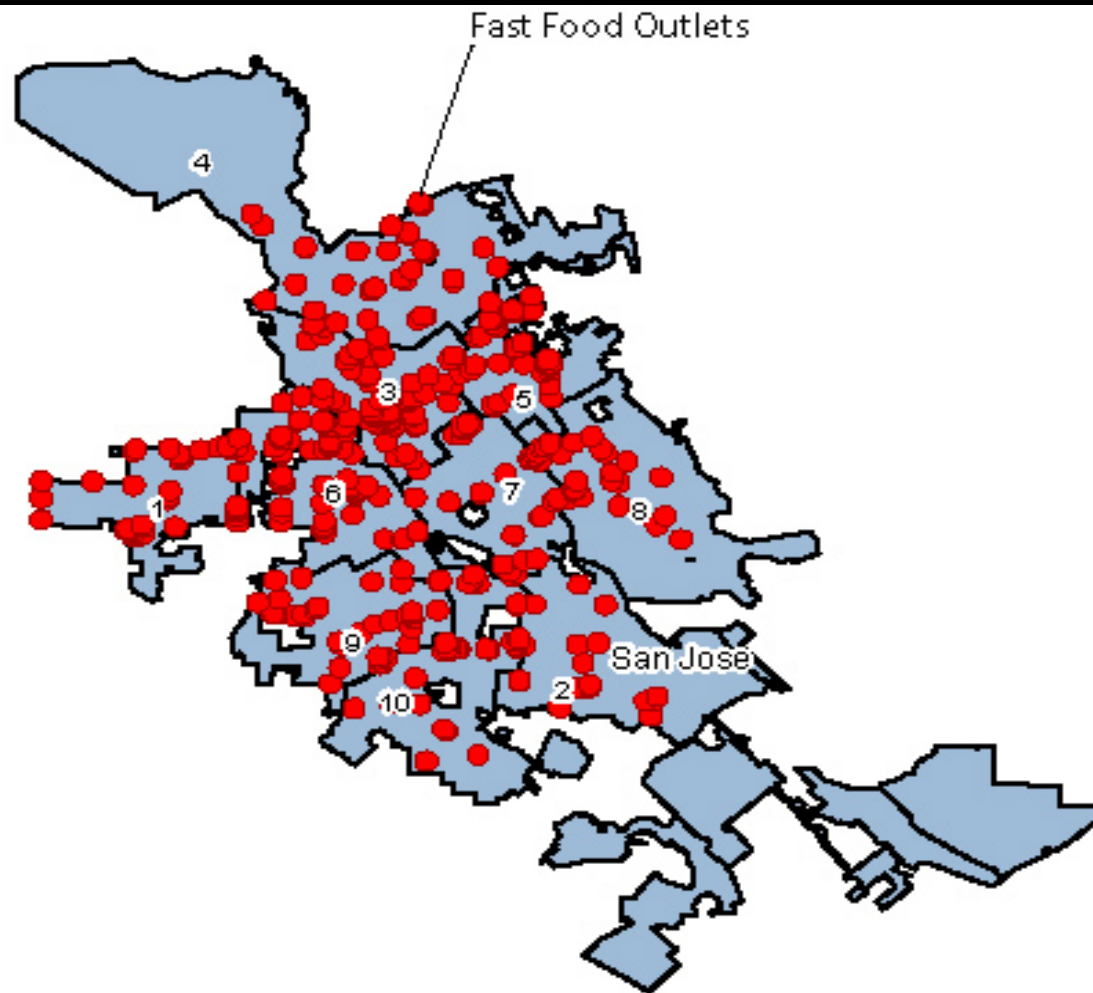


Forty years ago 41% of American children walked to school, now only 13% walk to school

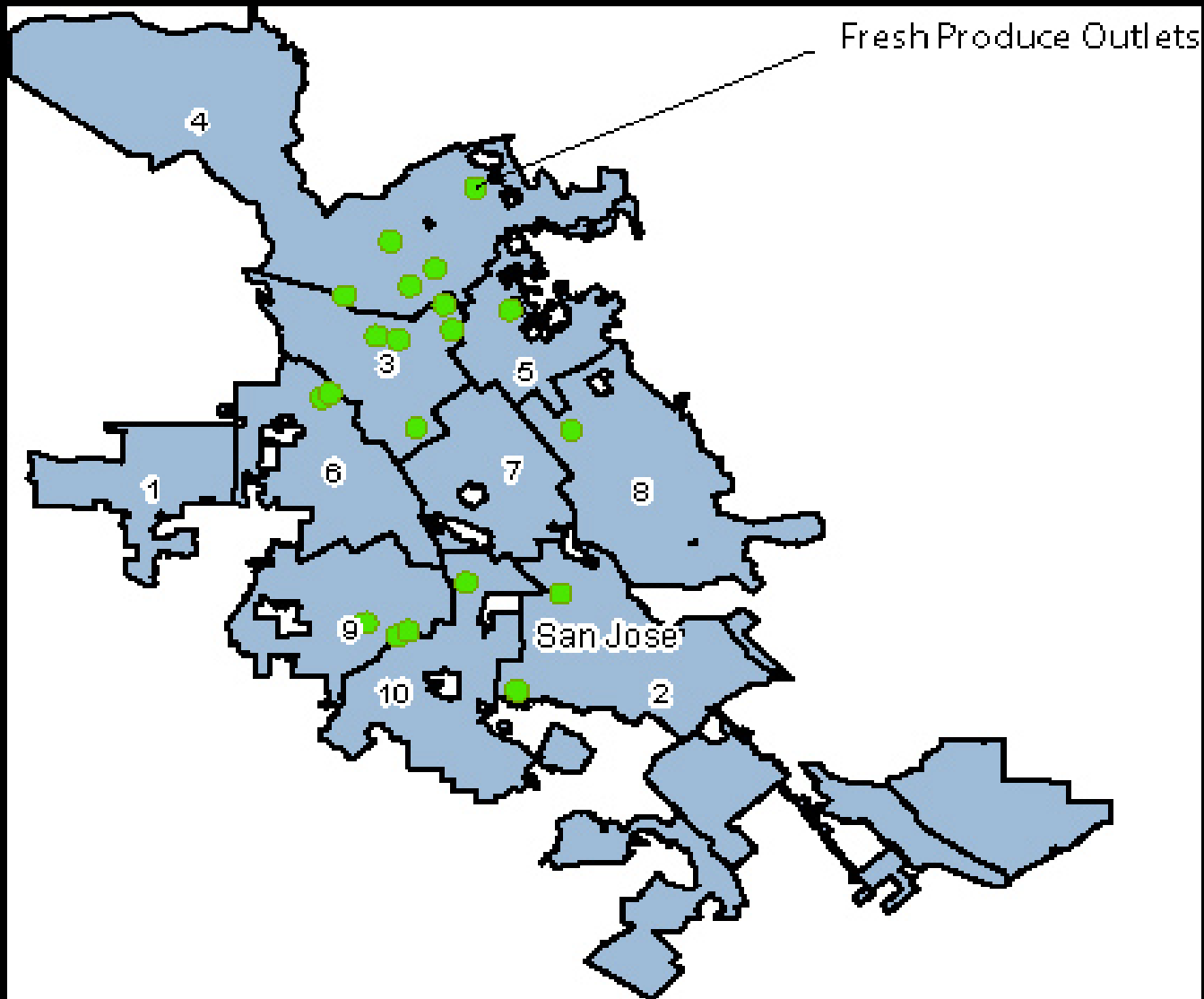
# The Food Environment

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- **Increased number of fast food establishments in the U.S.**
  - **Lack of access to full service grocery stores selling affordable healthful foods**
  - **Unhealthy food & beverage advertising aimed at children**

# Access to Food: Fast Food in SJ



# Access to Food: Fresh Produce in SJ



# WHO Statement

## Health in All Policies

- Engages leaders and policy-makers at all levels of government.
- Emphasizes that government objectives are best achieved when all sectors include health and wellbeing as a key component of policy development.
- Recognizes that the causes of health and wellbeing lie outside the health sector and are socially and economically formed.

# National Policy Direction

## Emphasis on prevention in 2010 Affordable Care Act

### Policy Package to Prevent Obesity

- Price - decrease costs of fruits, vegetables and water and increase cost of unhealthy foods.
- Image - restrict ads to kids and show harm of unhealthy beverages and foods.
- Access - increase exposure to healthy foods and water and reduce amount of free junk food and sugar drinks in schools, government and health care facilities.



# San Jose's Leadership on Obesity Prevention Policies

- Envision 2040 general plan draft enhances access to fresh and healthy food, and promotes active living.
- Outdoor recreation opportunities have increased as bike, trail, and park systems have been expanded.
- Adopted legislative priorities that promote health and wellness, access to local organic foods, increased physical activity and proper nutrition.
- Partnership with Health Trust and Kaiser Foundation are in place to maximize collective resources toward healthy outcomes.
- Health and wellness are actively promoted through Community Centers and Libraries.
- Access to community gardens has increased.

# Call to Action

## Healthy Food Access

- Provide supermarkets and farmers' markets with incentives to establish their businesses in low-income areas to offer healthy foods.
- Set nutrition standards for food and beverages offered at city events, sponsored meetings, facilities and concessions, and city programs.
- Expand programs that bring local fruits and vegetables to schools, businesses and communities (e.g. CSA, Farmers' markets, EBT/Food Stamps).
- Use zoning laws to reduce the density of unhealthy food and beverage outlets, particularly near schools.

# Call to Action

## **Built Environment**

- Continue to expand integration of health into planning processes (e.g. general plan update, land use policies and zoning ordinances).
- Adopt additional policies that promote walking, biking and public transportation (e.g. Safe Routes to School and Complete Streets Policy).
- Create additional joint use agreements to expand opportunities for physical activity.
- Restrict advertising and promotion of unhealthy food and beverages especially those targeting children and racial/ethnic groups.

# Healthy Meal Ordinance



Tell her choosing sides is for kickball.  
Not Happy Meals.

Now every Happy Meal® and Mighty Kids Meal® comes with Apple Dippers AND Mini Fries! So now you don't have to choose sides. Easy for both of you, right? With the toys she loves and yum-a-lish choices like 3-piece McNuggets®, you get to feel as good about the food as you do about the fun.



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Windsor, CT 06095



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Participation and duration may vary. ©2010 McDonald's

# Final Thoughts

- Obesity is a complex problem that requires both personal and community action. People in all communities should be able to make healthy choices. To reverse this epidemic, we need to change our communities into places that strongly support healthy eating and active living.
- Cities like San Jose have the power in their jurisdiction to impact health.
- Elected officials can adopt policies that can benefit the health of all residents of the 10<sup>th</sup> largest city in the country.